

Comprehensive online store audit: 63 findings, 9 urgent

A Cart-Power sample report. A store on CS-Cart 4.17: 9,000 products, 42,000 visits a month. The name, domain and screenshots are replaced.

The report shows where the store is losing money and what it costs to fix. Every finding is written for the owner and for the developer: what we found, the risk, how to fix it and how many hours it takes.

RESULTS AT A GLANCE

Key points of the report

AREAS

8

Technical, content, speed, UX, trust signals, GDPR, security, analytics.

FINDINGS

63

9 urgent, 19 important, 35 nice to have.

WEAKEST

GDPR and analytics

20 and 30 points out of 100. Speed: 35.

ESTIMATE

\$4,440

148 hours. Stage one takes 34 hours and closes every urgent finding.

STRUCTURE

How to read the report

Every finding follows one order: what we found, the risk, how to fix it, how many hours. The priority reflects the impact on revenue and risk.

PRIORITY	WHAT IT MEANS	WHEN TO DO IT
URGENT	The store is losing orders, data or rankings right now	Within a week
IMPORTANT	Limits growth, gets in the way of ads and SEO	1-2 months
NICE TO HAVE	Improves the shopper experience and the team's work	When possible

Summary by area

The score is the share of checklist requirements met in the area.

AREA	SCORE OUT OF 100	FINDINGS	KEY ISSUE
Technical foundation	62	11	Catalog duplicates and an open test copy of the site
Content and keywords	48	9	1,800 categories without copy and meta tags
Speed	35	8	Home page 7.8 s, product page 5.1 s on mobile internet
UX and conversion	71	7	The cart loses shoppers at the shipping step
Trust signals	80	5	No delivery times or return terms on the product page
GDPR and consents	20	6	No privacy policy, consents or cookie banner
Security and versions	45	9	PHP 7.4, admin login without a second factor
Analytics and lead tracking	30	8	Analytics sees a third of visitors
Total		63	

FINDINGS · URGENT

Urgent findings

9 of 63. Four are shown in this sample.

1. Analytics sees a third of visitors

URGENT	Analytics	2 h of work
WHAT WE FOUND	The tracking code starts only after a click on the cookie banner button. Visitors who ignore the banner never reach the statistics.	
THE RISK	The data is understated three times over. Ad campaigns are optimized on a distorted picture, and the budget goes to traffic the system cannot see.	
HOW TO FIX IT	Move the tracking code out of the consent handler and keep only advertising cookies under banner control.	

2. The test copy of the site is open and indexed

URGENT Technical foundation, security 3 h of work

WHAT WE FOUND	A copy on a subdomain is open without a password. Search engines have 4,100 of its pages, including order documents with customer addresses.
THE RISK	A personal data leak. The copy competes with the live site in search.
HOW TO FIX IT	Put the copy behind authorization, remove its pages from the index, check the access logs.

3. Scrapers crawl the catalog through filters

URGENT Load 6 h of work

WHAT WE FOUND	61% of catalog requests are filter combinations. At peak hours catalog response grows from 0.9 to 4.3 s.
THE RISK	The store slows down when customers buy. The server is busy serving pages that are not in the index.
HOW TO FIX IT	Close filter combinations to crawling, limit the request rate, move heavy queries to cache.

4. No privacy policy or consents

URGENT GDPR 4 h of work

WHAT WE FOUND	The site has no privacy policy, the forms have no consent checkbox, and the cookie banner is an information strip with no choice.
THE RISK	Every order and every request is processed without the consent and notices that GDPR requires.
HOW TO FIX IT	Publish a privacy policy, add required consents to forms and checkout, set up a banner with granular consent.

ESTIMATE

Estimate for the fixes

The work is grouped by the stages of the plan. Stage one closes every urgent finding.

WORK BLOCK	STAGE	HOURS	COST
Urgent findings (9)	Month 1	34	\$1,020
Catalog and product page speed	Month 2	28	\$840
Keywords, meta tags, duplicates	Month 2	46	\$1,380
Cart and the shipping step	Month 3	22	\$660
Platform and PHP upgrade	Month 3	18	\$540
Total		148	\$4,440

Rate: \$30 per hour. The line-by-line estimate with formulas is in the Excel file “Sample estimate”.

The audit fee is credited toward the work. This applies if the fixes start within a month after the report.

Cart-Power

sales@cart-power.com
cart-power.com

FREE EXPRESS CHECK

Online store audit at cart-power.com